



Issue #27 • July 2017



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Welcome to July!!
I have just returned from my now annual trip to the USA Track & Field National Championship Track Meet with my oldest son. What started out as a high school graduation gift in now a tradition and one I enjoy. It is amazing to see these elite athletes not only on the track, but around the track hanging out on the same trails in which I was running on as well.

I am excited to share that we, at the very last moment, are pulling off a very cool event, the Honoring Somers' Heroes Mile Run. The event will kick off their 4th of July Parade! In my younger days while living in Indiana I competed in numerous similar events and always have a great experience. Hoping this type of run will grab hold and be a new tradition!

Despite running for the past 43 years, I am perhaps the least fit I have ever been... running 15-20 miles a week and feeling slow in the process. Just a few years ago it was 40-60 miles a week and feeling fast! So I have started the process of bumping up my mileage, adding hillwork and on the track... with the no race goal in mind just to feel fit again and enjoy running like I believe I still can. If you live in the Kenosha area and would like to join me on a run at some point, drop me an e-mail briant@kenosharunningcompany.com or give my cell a call at 414-719-4771.

Have a great summer and hope to see many of you on July 29th at the Hot Hilly Hairy & Hilloopy 100+ Relay. If you want to run on my Hilloopy Relay Team (which I think would be great!) let me know and I will send you the sign up info.

Running it is just a way of life. Brian

P.O. Box 126, 4112 Sheridan Road -- Kenosha, WI 53141 -- (262) 925-0300 -- Fax: (262) 652-1388 www.kenosharunningcompany.com -- E -mail: briant@kenosharunningcompany.com



Saturday, July 29, 2017

NEED TO BE REGISTERED BY JULY 10TH TO GUARANTEE TEAM T-SHIRTS

Wayne E. Dannehl National Cross Country Course UW-Parkside campus, Kenosha, WI

If you would like to run with one of our XC Thrillogy Teams, contact Stephanie at stephaniez@kenosharunningcompany.com

It's not too late to get your team together and sign-up

... so start forming your team for perhaps the Best Ultra Relay Event in the Midwest. The Hil100+py Relay is held at the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. In the simplest terms, this is a running tailgate party on one of the best high school and collegiate dedicated cross country courses in the country.

There is no limit on the number of runners per team, but there is a minimum of two runners per team. Each team will run 33 loops on the 5K course, not everyone has to run the same number of loops but everyone does have to have a great time! We track the number of loops for each team, provide loop splits for all 33 loops and provide continuous live updates on a large screen near the exchange zone. We have also decided to change the format for entry fees, it will be based on the number of runners on your team.

New for 2017: Assigned Team Tent Areas. This will be determined in the order in which your team signed up. For example, first team to sign up will be in the first spot by the start/finish line. We will also be offering a valet service to assist in unloading and have all the supplies, tent, etc. taken to you assigned to team area.

Housing will again be available at University of Wisconsin – Parkside. The Kenosha Running Company will be putting teams together for those individuals looking for a team. For more information, call 262-925-0300 or e-mail Stephanie at StephanieZ@kenosharunningcompany.com.

CLICK HERE FOR MORE INFORMATION!
CLICK HERE TO SIGN YOUR TEAM UP!

We want you to run on our team, the XC Bandits!

We are in the process of putting our XC Thrillogy Hilloopy Teams together. Last year we had two teams and plan on having 2-3 teams this year. Everyone who signs up for one of our teams will be treated to an XC Thrillogy exclusive t-shirt if you sign up by April 1st.

The Hilloopy 100+ Relay is 33 loops on the 5k cross country course at UW-Parkside in Kenosha. It is the tailgate running party of the summer! You just need to be able and willing to run 2-4 loops and each team will have 9-12 runners.

The information you will need: XC Bandits Team:

Click here...

https://www.raceentry.com/races/hil100py-relay/2017/register
Click on the Register teammate in the open division category.
Search for XCBandits in the team drop down menu
Enter the password Bandits

For further information, please call 262-925-0300 or e-mail stephaniez@kenosharunning-company.com







Saturday, July 29, 2017

We have a distance for everyone and a starting time that will accommodate just about everyone!! You will be running on the Wayne E. Dannehl National Cross Country Course on the campus of UW-Parkside in Kenosha, Wisconsin. This is definitely a tailgate party-like environment and you are encouraged to bring family and friends to enjoy this great event. It's not too late to start making plans to attend this 3rd Annual Event.

NEW 2017 Running Distances:

- The Death March 18 hours (6:00am start only) and finishing at midnight. 85K (6:00am start only) 50K (6:00am start only)
- The Dragon Dare 65K (30K at 6am 20K at noon 10K at 6pm 5K at 9pm)
- 30K (6:00am start only)
- 20K (6:00am start) (noon start) (6:00pmstart)
- 10K (6:00am start) (noon start) (6:00pmstart)
- Charge the Knight 5K (9:00pm start)

CLICK FOR MORE INFO CLICK TO SIGN-UP

NEED TO BE REGISTERED BY JULY 10TH TO GUARANTEE YOUR T-SHIRT.

SWAG:





EVENT HOUSING

UW-Parkside is offering housing in Ranger Hall. Single (\$35/night) or double (\$64/night). Reservations required. Reserve by July 7th to have linens in your room. Reservations made after July 7th will have to provide own linens. Check in starts noon Friday and check out noon on Saturday or Sunday. Payments made at check in. Check or exact cash only. To reserve a room email housing@uwp.edu. 262-595-2320 from 8-4:30 Mon.-Fri.

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Upcoming events...

- Summer Trail Running Series July 12 & 26 August 2 & 9
- Hot Hilly Hairy Saturday, July 29 Kenosha, WI
- Hilloopy 100+ Relay Saturday, July 29 Kenosha, WI
- Running Free Trail Run & Beach Party Sunday, Aug. 20 Silver Lake, WI
- Oktoberfest 5K+ Saturday, Sept. 9 Paddock Lake, WI
- Pike River
 Trail Run/Walk
 Saturday, Sept. 30
 Petrifying Springs Park
 Kenosha, WI
- SE WI Championship Middle School XC Meet Sunday, Oct. 15 Silver Lake County Park Silver Lake, WI

All events held in the Kenosha County Parks are presented by:



County
Executive
Jim
Kreuser



July 12th – Fox River Park

July 26th – Silver Lake Park

August 2nd – Brighton Dale

August 9th – Petrifying Springs

** same day sign up starts at 5:15 p.m. for all dates.

Check it out... click here!



Kenosha County Parks Department and Kenosha Running Company, Inc. are working together to introduce all the great trails for runners and walkers throughout Park System. Runners and walkers of all abilities and level of fitness are welcome. Most trails routes will be between two to three miles and you are welcome to run or walk multiple loops of the course if desired.

The Wednesday Series will go throughout the summer with each one starting at 6:00 p.m. There will be a small entry fee for each event and family entries will be available for a discounted amount. These will all be dog-friendly events as well.

Individual ... \$12

Couple (spouses, parent/minor child, partners same household) ... \$20.00 Family (spouses, parents/minor children, partners with minor children same household) ... \$27.00



A look back...



June 10, 2017

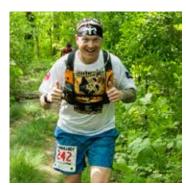














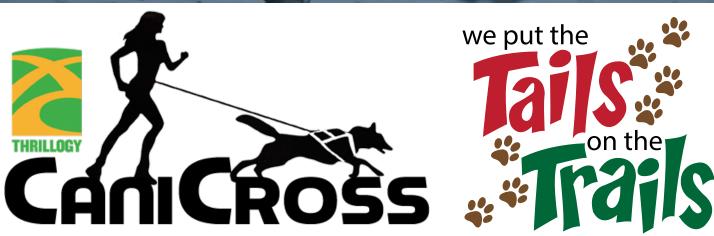
If you are battling cancer... our events are FREE for you.

If you are battling cancer our events are FREE to you. Many of you who that have ran, walked or assisted with our events have met my wife Tammy. She shared an article with me of a woman battling cancer and decided to run seven marathons on the seven continents in seven days.

Then I had this thought... I want to make all of our events free to those battling cancer. I have been lucky enough to not have been touched by cancer so I cannot imagine the battle one faces. I do know that the runners and walkers that attend our events are some of the most loving, thoughtful and kind people I see on a regular basis. If you need your spirits lifted and being around positive happy runners, walkers and a few dogs on occasion sounds perfect, then please join us.

Simply print out the regular event mail-in entry form, fill it out and simply write "I Believe" on the entry form. Then either mail it or bring it along with you to the event. Please share this with those that would benefit. Love to you that are currently fighting or have a loved one fighting this fight.





Saturday, September 30, 2017

(in conjunction with Pike River Trail Run/Walk) Petrifying Springs Park, Kenosha, WI Starts at 10:15 a.m.

Saturday, December 9, 2017

(in conjunction with Hateya Trail Run) Petrifying Springs Park, Kenosha, WI Starts at 10:15 a.m.

REGISTER TODAY!!

We put the tails on the trails!

Kenosha Running Company has made a commitment to host CaniCross events in 2017. These events will be dedicated to dogs/owners only and the distances will be approximately 3-4 miles. All of our trail events are dog friendly, so if you prefer to walk with your dog or run a farther distance you are welcome to sign up for the regular trail events as well.

All of our events are held in Kenosha County, WI, the far southeast corner of the state, about 5 miles north of Chicago and 25 miles south of Milwaukee. The CaniCross events will be held at three different county parks on dirt, groomed and grass trails. There are some single track trails, with some roots, rocks and an optional river crossing for two of the events. Our trail events are very laid back, we generally have bonfires, always good food, beer, soda, etc. waiting at the finish for everyone. I am not big into awards, but will find unique and personal ways to recognize many that attend and make everyone feel welcome.

So if you are new or a veteran in running with your dog, you are welcome to join us as we introduce and learn about this growing sport. I am open to ideas, suggestion and your assistance to make these better with each passing event. Please reach out to me by e-mail or call 262-925-0300.



NEW EXCLUSIVE CaniCross Adventure

Sunday, Nov. 5, 2017 KD County Park, Burlington, WI • 10:00 a.m.

DISTANCES (estimated as of 4/11/2017):

- 2.5 mile run/walk short course 11:20 a.m.
- 3.5 mile run/walk one loop 10:00 a.m.
- 7 mile run/walk two loops 12:20 p.m.
- 1 mile test drive adopt a dog 10:50 a.m. (all starting times are estimated)



Running Free Trail Run and Beach Party!

Sunday, Aug. 20, 2017 Silver Lake Park, Silver Lake, WI 10:00 a.m.



Running Free Trail Run and Beach Party is a trail runner's end of summer celebration. Silver Lake Park in Silver Lake, Wisconsin is the perfect location for a trail run and beach BBQ all rolled in one. The 3.5 mile looped course will give you a taste of some of the single track trails that meander through this 260 acre park. Be prepared for hills, woods, and spectacular views of Silver Lake.

Enjoy a 3.5 or 7mile walk or a 3.5, 7, 10.5, 14 mile run or more! It's YOUR party, you can do want YOU want to!

After you are done working up your appetite on the trails, cool down with a dip in the lake and then enjoy BBQ with your trail friends and family on the beach, or perhaps challenge them to a game of beach volleyball or a round of disc golf. The after events are completely up to you.

This family friendly trail event will be highlighted with good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail-loving runners/walkers. There will be awards, some embarrassing, others personal, and some based on performance/effort. We promise that they will all be memorable. Non-running family members and friends are invited but there will be a "Guest Fee" (not everything is free!!). The Beach Fee will be included in the pre-registered entry fee.

In addition to the food and drink we are supplying, you are encouraged to bring your own food to grill and make this event a special day for you and your family.

Same Day Sign-Up is available, but you will be responsible for the Silver Lake Park Beach Fee.



PET RUNNING GEAR:

https://www.kurgo.com/dog-running-gear/

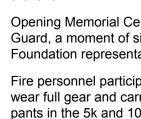












For more information:

- RunForTheFallenWl.com
- Facebook event page:
 Run For The Fallen 2017
- 715-370-8370
- runforthefallen@outlook.com



3rd Annual "Run for the Fallen"

The Village of Kronenwetter Fire Department hosts the third annual "Run for the Fallen" 9/11 memorial fundraiser, Saturday, September 9th at Towering Pines Park in the Village of Kronenwetter, WI.

Fire personnel, members of law enforcement and the public are invited to register for the 5k run/walk, 10k run/walk or 1 Mile Firefighter Challenge in honor of the fallen first responders who made the ultimate sacrifice on September 11th, 2001. All participants will receive a free dri-fit event tee, raffle ticket, course map, registration bag and more with registration. In addition, each athlete will receive a photo ID badge of a member of the New York City Fire Department, Port Authority Police Department or New York City Police Department, who gave their lives at the World Trade Center. Participants are asked to wear these badges on race day as tribute to the fallen.

Opening Memorial Ceremony will include the Wausau Fire Department Honor Guard, a moment of silence, Prayer for the Fallen, National Fallen Firefighters Foundation representatives, the National Anthem and a live bagpipe tribute.

Fire personnel participating in the 1 Mile Firefighter Challenge are encouraged to wear full gear and carry equipment as they run or walk the 1 mile course. Participants in the 5k and 10k events are encouraged to wear red, white and blue.

AVAILABLE EVENTS:

8:46 AM - Opening Memorial Ceremony Open to Public	
9:00 AM - 1 Mile Kid's Run	Free
9:30 AM - 10k (6.2 Miles) Walk/Run	\$30.00
10:00 AM - 5k (3.1 Miles) Walk/Run	\$25.00
11:15 AM - 1 Mile Firefighter Challenge	\$25.00

*Registration fees increase by \$5.00 when registering in person, September 7th-9th.

REGISTRATION:

ONLINE: <u>RunForTheFallenWI.com</u> | OPEN NOW - 09/05/2017 MAIL: Visit <u>RunForTheFallenWI.com</u> to download your printable form.

IN-PERSON REGISTRATION / RACE BAG PICK-UP:

09/07/17 & 09/08/17 | 5:00 pm - 8:00 pm at the Kronenewetter Fire Department, 1582 Kronenwetter Drive, Kronenwetter, WI 54455

09/9/17 (RACE DAY) | Opening at 7:30 am at

Towering Pines Park, 2355 Tower Road, Kronenwetter, WI 54455



Scarpa Introduces the **SPIN!!!!**



They make some of best trail running shoes that you have never heard of!!!!! We have partnered up with them and can now bring you these great shoes. I have been running in the Atom, a lightweight trail running shoe with excellent traction on every surface and fit perfectly right from the first run. This shoe fit true to size for me and looking forward to many miles on the trails with them! We are introducing three models for men and women, the Atom (\$120), the SPIN (\$130) and the Neutron (\$130).

I can order any shoe you like from www.Scarpa.com and receive the bonuses. Questions, concerns and to place your order, e-mail briant@kenosharunningcompany.com anytime or call 262-925-0300.

*** SPECIAL OFFER: Buy a pair of shoes, and you get to participate in one of our events for FREE!!!!

Order now!!! (Excludes the Hot Hilly Hairy, Hilloopy and WolfPack Trail Run events.)

NorthFace Endurance Challenge

Kettle Moraine State Forest

Saturday, Sept. 16: 50 Mile, 50k, Marathon & Marathon Relay

Sunday, Sept. 17: Half Marathon, 10k and 5k

Event Website: http://bit.ly/1L3UVgf Registration Page: http://bit.ly/2kCl8JG

For more information on the Endurance Challenge, including how to register, email: endurancechallenge@publicishawkeye.com
Don't miss this chance to challenge yourself on the trails of Kettle Moraine State Forest!

Use XC Thrillogy's discount code (KRC15) to receive 15% off.

*** Visit the XC Thrillogy tent on Sept. 16th & 17th at the Finish Line Festival and receive... XCT swag (limited to first 100) and special discount codes for upcoming XCT events. Drawings for FREE entries.





PLANNING ON RUNNING FOR A CHARITY IN 2017?

If yes, then our

"RUNDRAISING"

program will be perfect!

Here is how it works for Charity Runners:

Invite your friends and family to participate in our events, have them mail in the entry form and write your name on the entry form. The amount we will donate per entry and event varies per event. It is really just that simple. Just email us first to let us know the name of your charity, your name, mailing address and phone number.

Charities, looking to raise awareness and funds for your organization?

Simply invite your supporters, friends and family to attend and support your cause. We will create a special entry form for you to use and distribute. For each entry received, you receive a portion on the entry fee (the amount varies depending upon the event).

Visit our website or contact Brian Thomas at... briant@kenosharunning-company.com or Stephanie Zuehls at stephaniez@kenosharunningcompany.com or 262-925-0300



Annual Oktoberfest 5K+

Saturday, Sept. 9, 2017 10:00 a.m. Old Settlers Park Paddock Lake, WI

REGISTER TODAY!!!!

4th Annual Pike River Trail Run/Walk

Saturday, Sept. 30, 2017 Petrifying Springs Park Kenosha, WI

REGISTER TODAY!!!!





Annual Wolf Pack Trail Run & Relay

Sunday, Nov. 12, 2017 Bong State Recreation Area Kenosha (Kansasville), WI

REGISTER TODAY!!!!

Annual Hateya Trail Run

Saturday, December 9, 2017 Petrifying Springs Park Kenosha, WI

REGISTER TODAY!!!!





Kenosha Running Company just keeps growing!

Just as we keep expanding our trail offerings to create more opportunities for trail runners and walkers to have fun throughout the year, we are also working towards serving other needs of our running/walking community. Many of you know of our plan to open a retail store in the future. The Kenosha Running Company store will be THE place to purchase your running gear (trail and road) and will be a hub for the running and CaniCross enthusiasts in the area.

As we work towards this goal, the Kenosha Running Company {online} Store (https://www.kenosharunningcompanystore.com/), was a created to start the ball rolling. It has the same awesome merchandise that you can buy at our events, but now you can purchase it anytime the shopping bug bites!





Order your XC Thrillogy wear now. Click here to place your order.

CHOOSE FROM: Hoodies, Women's Cut Tech Shirts, T-Shirts, and Long-Sleeved Shirts.



XC Thrillogy Swag for Sale

String Bag	\$8.00
Large Red Duffle Bag	\$20.00
Frisbee	\$3.00
HooRag	\$8.00
Stainless Steel Water Bottle	\$8.00
Hats	\$15.00
Beach Towel	\$15.00
Gloves	\$5.00
Stadium Blanket	\$20.00
Trail Toes Anti-Blister Cream	\$12.00
Trail Toes Foot & Body Cream	ı. \$13.00
Trail Toes Foot & Body Cream	1. \$22.00

Cash, checks or credit cards accepted. Checks payable to: Kenosha Running Company

Call: 262-925-0300















Become an XC Thrillogy Event Sponsor

Become a Sponsor and ... you will find our sponsorship program unique in many ways, and we are open to discussing your ideas and creating just the right fit for your products and services. We look forward to working with you and developing a mutually beneficial relationship.

The XC Thrillogy event will attract runners throughout the Midwest, as we are focusing on that 10 state area. We have developed an extensive database, and we will also be promoting our event at numerous other running events throughout the year and with cooperating race management companies. We will be marketing our sponsors before and beyond race day - with targeted e-mails to our database segments, by using social media to its fullest extent, and through personal presentations to select running clubs and at running events. All of this means you will get greater value for your sponsorship investment...

Please feel free to e-mail briant@kenosharunning company.com or call 262-925-0300

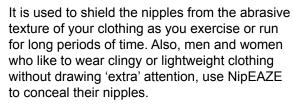






When you run, you should feel and relish in the burn of a great workout. You should NOT feel the burn of chafing when you jump in the shower!

NipEAZE is a simple way to deal with one of the embarrassing issues of chafing.



NipEAZE is a proud sponsor of the our XCThrillogy events and is offering a 15% discount on purchases through their website. Please visit http://nipeaze.com/ and enter the promo code TRAILRUN2017 to receive your discount.







XC Thrillogy "Rundraising" Program

WELCOMES:







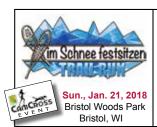




Associated with a charity that would like to enhance awareness or have a fundraiser? Our program would be a great fit. If you are a runner or walker and raising money for a charity, you can use our events for your cause. Contact Stephanie Zuehls at stephaniez@kenosharunningcompany.com or call 262-925-0300

XC Thrillogy events!

www.XCThrillogy.com



11:00am start. Low key trail run/ walk. No set distance, log your miles with friends & fellow runners and record them when done. 3 hours to enjoy well marked trails in a treasure of a County Park. Heated indoor area to warm up, drink, eat and socialize. This is a dog friendly and snow shoe friendly event if conditions permit. This is a BYOS event (Bring Your Own Stuff!!)



Low key trail run. BYOSS (bring your own stuff to share!). Trails will be well marked, one aid station and enclosed area but will have a shelter and a couple small fires. Family-friendly, walker-friendly and snow shoe friendly event, conditions permitting. 4.5 miles and 14 miles officially, but run/walk/snow shoe as much as you like just check in after official distance is completed.



MARCH

A unique trail running and walking event. We use the outer 2.5 mile loop, which includes great views of the lake and takes you on well-maintained trails. This course is very welcoming to newbie trail runners and walkers and to those wanting to challenge trail running abilities. Choose from the 8 or 5.5 mile running event or 5.5 or 3 mile walking event.



JUNE

An ideal trail running and walking event for the adventure-minded runners and walkers. If choosing to run the relay... you will have a two person relay totaling 16 miles, each runner alternating running 4 miles. Non-relay runners can select between the 16 mile, 12 mile or 8 mile event and walkers can select either the 8 mile or 4 mile event.



Sat., July 29, 2017

UW-P National XC-Course, Kenosha, WI

This is perhaps the most unique summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! The relay is 33 loops of the 5K XC course. Minimum of two runners per team and no maximum number of runners per team. We will not track individual runners loops only total team loops and our goal is to make sure you and your team have a great experience.



Sat., July 29, 2017 UW-P National XC-Course Kenosha, WI

The Hot Hilly Hairy is ran in conjunctionwith the Hil100+py Relay and is perhaps the best summer running event in the Midwest as everyone sets up camp, enjoys the tailgate party-like environment, and a DJ playing your favorite tunes! There are two ultra solo distances of 85K and 50K, these can be ran as a relay team as well. We also offer solo or relay 30K and 20K. Then there is a 10K that starts at noon and a 10K that starts at 6 pm.



Sun., Aug. 20, 2017 Silver Lake Park Silver Lake, WI

AUGUST

You are invited to this unique summer running event. We will start and finish at the Beach on Wolf Lake. You can run/walk as an individual or as a two-person relay for 5m (individual only distance), 10m, 15m or 20m (15 & 20 miles are run only events). Good food, craft beer, craft soda, music, creative swag, beach fun and amazing trail loving runners/walkers. We encourage everyone to wear blue to support our Law Enforcement Officers.



Sat., Sept. 9, 2017 Old Settlers Park Paddock Lake, WI

SEPTEMBER

Join the Kenosha County Parks Department and Kenosha County Executive Jim Kreuser in celebrating Oktoberfest with a family-friendly morning run/walk and enjoy the scenic neighborhood surrounding Paddock Lake. The start and finish will take place at Old Settlers Park. We encourage you to dress in Oktoberfest theme to add a little fun and bring a few like-minded friends and family.



OCTOBER

Starting like a cross country meet, you will then experience single track, rocks, roots, water and hills, while encountering paved bike paths, golf course, groomed trails and rugged trails, possibly crossing the Pike River throughout the 6.4 miles. The Trail Walk (3.5 mile) will follow the same trail as the runners for about 1 mile, you will then be on some of the best walking trails in SE Wisconsin.



Sat., Nov. 12, 2017

Bong State Recreation Area Kenosha (Kansasville), WI

NOVEMBER

The Richard Bong Recreational Area, Kansasville, WI is the home for the Wolfpack Trail Run. The 14 mile loop will include prairie, woods, hills and scenic lake views on a well marked and supported course. You can select between 14 miles (9 am start), 28 miles (8 am start) and 42 miles (7 am start). The 14 mile event is walker-friendly as well We will also have 4 mile trail run/ walk that starts at 10 am.



DECEMBER

The Hateya Trail Run (approx. 6.4 miles) and Walk (approx. 3.5 miles) will take you on adventurous trails in Petrifying Springs Park. The finish is at Shelter One where everyone can enjoy the great food, drinks and a bonfire to warm up at. The run will start with a cross country style start before you head into the woods in which you will encounter some single track trails, rocks, roots, nasty hills, and possibly snow.